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HOW TO HAVE A BETTER LAWN AT LOWER COST

THOSE who have tried for several years to achieve a "show place" lawn know that the greatest cost of lawn maintenance is repeated rebuilding. These costs can usually be avoided if correct methods are followed and high-grade perennial grass seed is used.

If you build a lawn in properly prepared soil with perennial DRUMCLIFF lawn grass seed you can avoid the cost and labor of annual repair and replacement that are almost certain to result from improper methods and the use of low-grade seed or annual grasses.

Deep-rooted perennial grasses are better able to survive long periods of hot, dry weather. Perennial grasses live through the winter and make early growth in the spring as soon as the ground warms up. New plants spring up as the roots spread, forming a dense carpet of green.

Building a good lawn of DRUMCLIFF quality seed costs little more than using inferior seed, but the small added expense is saved many times in succeeding years through lower cost of maintenance. Thousands of lawn failures can be traced to the use of cheap annual grasses which make a fine early showing but die at the end of the season. (See next page.)

INHIBITS WEEDS AND CRABGRASS

Almost all soil where weeds and crabgrass have grown contains the seed of these pests which will germinate when favorable conditions prevail. A thick,

heavy, deep-rooted turf inhibits the development of these pests by depriving the weed seeds of the sunlight they need to cause germination.

A poor, weak, undernourished lawn encourages weed growth while a thick, deep-rooted lawn is its own best insurance against the encroachment of lawn pests.

SAVE ON MAINTENANCE COSTS

It is a waste of money to fertilize or topdress a poor lawn struggling for existence against weeds. Plant food applied to such a lawn benefits the weeds as much or more than it does the grass. The same fertilizer applied in late winter or early fall to a fine, heavy turf will stimulate the growth of the grass and build up its resistance to weed growth.

REQUIREMENTS OF A GOOD LAWN

To acquire a good lawn we must progressively follow through these six essential and fundamental steps:

1. PLANT GOOD SEED;
2. IN GOOD SOIL;
3. FEED AND TOP-DRESS IT;
4. WATER IT;
5. WEED IT;
6. MOW IT.

Thousands of home-owners in recent years have achieved better lawns and lowered maintenance costs by following this simple, six-point program.

The DRUMCLIFF COMPANY, TOWSON 4, MARYLAND

THE DIFFERENCE BETWEEN ANNUAL & PERENNIAL GRASSES

Like flowers, grains and other plants, some grasses are annuals, some are perennials.

The annual types complete their life cycle in a single season; sprouting from seed in the spring; blossoming and dropping seed in the summer and fall. Then the plants (roots) die. If we permitted our lawns to make and drop seed, annual grasses would re-seed themselves. When we mow our lawns, however, we prevent the blossoming and seeding process. So annual grasses in the lawn will die with the coming of cold weather.

No farmer would expect to harvest two crops of wheat from a single sowing of seed. He reaps and harvests the seed and the plants die. The same is true of the annual flowers you plant in your garden. Zinnias, marigolds and nasturtiums must be newly seeded each year because they are annuals.

But many plants and some grasses are perennials. Cold weather does not kill the roots; the plants live on through the winter and some grasses even retain a surprising amount of color during this dormant season.

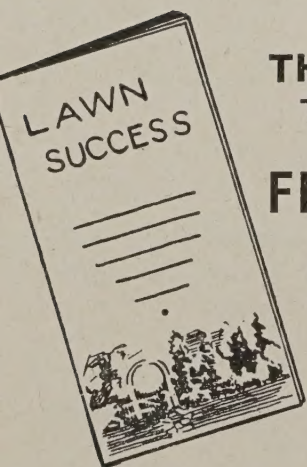
In the spring the late snows and first warm days "wake up" these plants and, long before new grass seed could be planted or germinate, the perennial grasses show early growth and bright color. Just like your perennial flowers—chrysanthemums, garden pinks and many others.

Annual grasses make a fine showing soon after planting in the spring and the home-owner who has purchased seed mixtures that are largely annual seed is delighted with the early results. Too often, when his lawn dies in the fall, he fails to realize that annual grass is the cause of his disappointment.

DRUMCLIFF lawn grass seed is based on perennial varieties with just enough high-grade annual seed to act as a "nurse" crop to the slower growing perennial types. As the permanent grasses fill out and develop into sturdy, deep-rooted plants, the annual grasses recede.

Plant DRUMCLIFF LAWN GRASS SEED and be proud of Your Lawn!

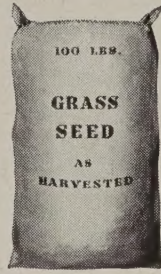
NOT SOLD IN STORES



Send all orders to
THE DRUMCLIFF CO.
TOWSON 4, MARYLAND
FREE WITH YOUR
ORDER

gives complete, simple instructions for making a new lawn or improving established turf. Answers dozens of lawn questions. Discusses terraces and other difficult lawn conditions. Tells how to water, feed and mow the lawn for best results.

BETTER LAWNS from CLEANER SEEDS!



Here is a graphic picture of what you save when you use DRUMCLIFF PERENNIAL Lawn Grass Seed—thoroughly cleaned. From each 100 pounds of commercial grass seed as harvested, 70 pounds of worthless inert matter is removed and discarded. Only 30 pounds meets the high standard set for DRUMCLIFF PERENNIAL Seed.

When you buy low grade grass seed mixtures containing worthless chaff, you pay for the useless material exactly the same price per pound that you pay for the small grass seed content. You can't grow a lawn from chaff, and planting it is a waste of time, labor and fertilizer.

CHECK THESE EIGHT POINTS OF DRUMCLIFF LAWN SEED QUALITY

1. Contains perennial types carefully selected for weight and quality.
2. Is thoroughly cleaned.
3. Is tested for purity and germination and each package shows the date and result of the test.
4. Contains a liberal quantity of ILLAHEE—the new certified strain of creeping fescue.
5. Is packed in two balanced mixtures—one for sunny areas; one for shaded areas.
6. Is packed in only one superior grade. The DRUMCLIFF label does not appear on any mixtures of second grade seed.
7. Is not sold in stores. It is supplied direct to discriminating users from *fresh stock*.
8. Each shipment of DRUMCLIFF lawn grass seed contains a copy of our booklet LAWN SUCCESS which tells you how to make a lawn for best results; how to improve an old lawn; answers dozens of lawn questions.





THE DRUMCLIFF COMPANY

ESTABLISHED 1933

GEORGE DUGDALE
ALAN DUGDALE

2 E. PENNA. AVE., AT YORK ROAD
TOWSON 4, MARYLAND

TELEPHONE

TOWSON 605

Dear Friend:

You want a better lawn! You want thick, deep-rooted turf free from weeds and crabgrass. We believe this letter and the enclosures will help you to achieve your aim.

For fourteen years we have been serving home-owners by telling them what to do to have a better lawn and by supplying them with grass seed of superior quality and cleanliness.

For example, examine the contents of the small envelope enclosed. Nine people out of ten would say it is grass seed but it is NOT; it is absolutely worthless chaff and trash. But you have probably unknowingly bought many pounds of this same waste material and paid a good price for it mixed in with grass seed as a filler.

Yes, it is cleaned out of our seed and THROWN AWAY because DRUMCLIFF lawn grass seed is CLEAN seed; the kind that makes better lawns.

Another costly mistake is to use grass seed mixtures based on ANNUAL types that produce a quick, early growth of grasses that die at the end of the season BECAUSE THEY HAVE COMPLETED THEIR LIFE CYCLE.

DRUMCLIFF lawn grass seed is based on PERENNIAL types that live through the winters and put out new, bright, healthy growth year after year.

Grass seed is not, however, the only element that goes into making a perfect lawn. The soil, the feeding (fertilizer), and proper methods of watering and mowing are important, too. That is why every purchaser of DRUMCLIFF lawn grass seed receives a copy of our booklet LAWN SUCCESS free with each shipment of our fine seed.

This little booklet contains a world of helpful information. One customer recently wrote us "LAWN SUCCESS is the best thing of its kind that I've ever read. In other words, if I don't have a beautiful lawn it won't be your fault".

There are two seasons for planting seed for lawn improvement. In the spring and in the fall. (Turn to other side, please)

If your soil is good you can scatter seed before the frost leaves the ground. If your soil needs preparation, do it just as soon as the ground can be worked. Make your spring planting as early as possible.

Another good time is in late August, September or early October when days are warm, nights are cool and there is heavy dew. Then the lawn weeds are dead or dying and a planting of grass gets a quick start and makes heavy growth when the soil warms up in the spring. Lawns made in the fall with DRUMCLIFF seed stay surprisingly green through most of the winter.

DRUMCLIFF lawn grass seed now contains a liberal quantity of the amazing new ILLAHEE creeping fescue - a new certified strain that does well in both sun and shade.

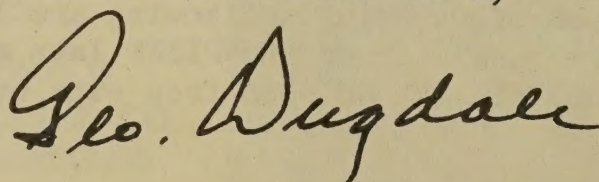
You can use these new improved mixtures for making new lawns or for re-seeding your present turf for greater strength and beauty. The ILLAHEE spreads from roots which creep underground putting up new growth. The texture of the grass is fine - the color is delightful green - it does well in various types of soil. The self-matting characteristics give thorough coverage and neat appearance. You will have a fine lawn the first season after planting, a better lawn in succeeding years as the fine PERENNIAL grasses thicken up into a dense carpet of green.

ILLAHEE is not bent grass; it is a new strain of creeping fescue discovered and developed by Dr. Harry Schultz, a Federal agronomist. Every pound of this seed used in our lawn mixtures is officially certified as to strain and quality. Its purity, cleanliness and germination are remarkably high; a little goes a long way.

DRUMCLIFF Lawn Seed with ILLAHEE is NOT sold in stores. It is shipped direct only to discriminating users and is offered only in the states where it is suitable for use.

A convenient order blank and reply envelope are enclosed for your use. Get your seed NOW; read the helpful booklet LAWN SUCCESS; plan to have the best lawn you ever had.

Yours for a better lawn,

A handwritten signature in cursive script that reads "Geo. Dugdale". The signature is written in dark ink and is positioned to the right of the typed name "Geo. Dugdale".

GD/AIN

ORDER

For Merchandise on 10 Days FREE EXAMINATION

Date

GENTLEMEN:

Please ship me, delivery charges fully **PREPAID**, the items indicated below and free copy of your booklet "Lawn Success." I agree to remit in full within 10 days, or return the merchandise to you promptly in good condition.

Ship to

Address

City State

If You Wish To Remit With Your Order,

you may do so. Many of our customers find it more convenient to send remittance with the order. We will accept your personal check, bank draft or money order. If, for any reason, you are not entirely satisfied, your money will be promptly refunded.

**Amount
Enclosed,**
\$

Quantity Wanted Price Amount

Prices quoted below are for prompt acceptance only and subject to change on or after May 1, 1947.

Order a minimum of four (4) lbs. per 1,000 square feet to make a new lawn; two (2) lbs. per 1,000 square feet to re-seed established turf. See chart at bottom of this column.

DRUMCLIFF LAWN GRASS SEED WITH ILLAHEE

One quality; packed in two mixtures for sunny or shaded areas. Both mixtures contain a liberal quantity of ILLAHEE—certified creeping fescue.

REGULAR MIXTURE—for Sunny areas.

| | | | |
|-------|----------------------------------|-------|-------|
| | 5-Lb. Bag | 4.95 | |
| | 10-Lbs. (Two 5-Lb. Bags) | 9.85 | |
| | 15 Lbs. (Three 5-Lb. Bags) .. | 14.70 | |
| | 20 Lbs. (Four 5-Lb. Bags) .. | 19.50 | |
| | 25 Lbs. (Five 5-Lb. Bags) | 24.25 | |
| | 50 Lbs. (Ten 5-Lb. Bags) | 48.25 | |
| | 100 Lbs. (Bulk in Burlap Bag) .. | 96.00 | |

Quantity Wanted Price Amount

SHADY MIXTURE—for Shaded areas.

| | | | |
|-------|----------------------------------|-------|-------|
| | 5-Lb. Bag | 4.95 | |
| | 10-Lbs. (Two 5-Lb. Bags) | 9.85 | |
| | 15 Lbs. (Three 5-Lb. Bags) .. | 14.70 | |
| | 20 Lbs. (Four 5-Lb. Bags) .. | 19.50 | |
| | 25 Lbs. (Five 5-Lb. Bags) | 24.25 | |
| | 50 Lbs. (Ten 5-Lb. Bags) | 48.25 | |
| | 100 Lbs. (Bulk in Burlap Bag) .. | 96.00 | |

GRASS SEED COMBINATION

The same seed as listed in the first column but packed to give you both kinds with a purchase totaling only 5 lbs. Each kind in a separate bag, plainly marked. Order not more than 4 lbs. of either kind and not less than 1 lb. of the other at the flat price of \$3.50 for the 5 lbs. the flat price of \$4.95 for the 5 lbs.

Indicate below how you want the 5-lb. combination package divided

| | | | |
|-------|------------------|--------|-------|
| | lbs. Sunny | } 4.95 | |
| | lbs. Shady | | |

Total Amount of Order \$

CHART For Estimating Your Grass Seed Needs

| Quantity of Seeds | Makes New Lawn | Re-Seeds Old Lawn |
|----------------------|-------------------|----------------------|
| 5 Lbs. | 1,250 Sq. Ft. | 2,500 Sq. Ft. |
| 10 Lbs. | 2,500 Sq. Ft. | 5,000 Sq. Ft. |
| 15 Lbs. | 3,750 Sq. Ft. | 7,500 Sq. Ft. |
| 20 Lbs. | 5,000 Sq. Ft. | 10,000 Sq. Ft. |
| 25 Lbs. | 6,250 Sq. Ft. | 12,500 Sq. Ft. |
| 50 Lbs. | 12,500 Sq. Ft. | 25,000 Sq. Ft. |

Booklet LAWN SUCCESS Sent With Each Order.

Our booklet LAWN SUCCESS, sent in the carton with each shipment of grass seed, gives complete directions for making and maintaining a lawn and answers, completely and clearly, dozens of questions about lawn care.

If you have a particular lawn problem which the booklet does not cover, tell us about it and we will be glad to help you as we have helped hundreds of other home owners. This service is FREE to our customers.

ORDER

For Merchandise as follows

EXAMINATION

1. I am desirous of purchasing the following goods, to-wit:

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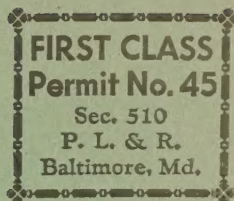
47. I enclose herewith the sum of \$ for the same.

48. I enclose herewith the sum of \$ for the same.

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50. I enclose herewith the sum of \$ for the same.

| Your Grass Seed Needs | | Chart for Estimating | |
|-----------------------|---------|----------------------|---------|
| Quantity | Price | Quantity | Price |
| 100 lbs. | \$1.00 | 100 lbs. | \$1.00 |
| 200 lbs. | \$2.00 | 200 lbs. | \$2.00 |
| 300 lbs. | \$3.00 | 300 lbs. | \$3.00 |
| 400 lbs. | \$4.00 | 400 lbs. | \$4.00 |
| 500 lbs. | \$5.00 | 500 lbs. | \$5.00 |
| 600 lbs. | \$6.00 | 600 lbs. | \$6.00 |
| 700 lbs. | \$7.00 | 700 lbs. | \$7.00 |
| 800 lbs. | \$8.00 | 800 lbs. | \$8.00 |
| 900 lbs. | \$9.00 | 900 lbs. | \$9.00 |
| 1000 lbs. | \$10.00 | 1000 lbs. | \$10.00 |
| 1100 lbs. | \$11.00 | 1100 lbs. | \$11.00 |
| 1200 lbs. | \$12.00 | 1200 lbs. | \$12.00 |
| 1300 lbs. | \$13.00 | 1300 lbs. | \$13.00 |
| 1400 lbs. | \$14.00 | 1400 lbs. | \$14.00 |
| 1500 lbs. | \$15.00 | 1500 lbs. | \$15.00 |
| 1600 lbs. | \$16.00 | 1600 lbs. | \$16.00 |
| 1700 lbs. | \$17.00 | 1700 lbs. | \$17.00 |
| 1800 lbs. | \$18.00 | 1800 lbs. | \$18.00 |
| 1900 lbs. | \$19.00 | 1900 lbs. | \$19.00 |
| 2000 lbs. | \$20.00 | 2000 lbs. | \$20.00 |



POSTAGE WILL BE PAID BY

The Drumcliff Company,

Towson 4, Maryland



